

Kelli Cook

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The Naso Group

Michael Naso

305.682.0564

Michael@NasoGroup.com

Experience:

WATN ABC Local 24 News- Memphis, TN (March 2014 – April 2017)

- *Anchor evening weekend newscasts
- *Oversee 6-person production staff to make sure the newscasts have a flawless technical presentation
- *Manage news crew which includes reporters, photographers and producers to make editorial decisions regarding the direction of the weekend newscast
- *Work on 1 to 3 month long corporate projects to provide content for Nexstar Media Group's 171 television stations across the country
- *Emcee and speak at different community events on behalf of the station
- *Serve as field reporter 3 days a week, presenting stories live on television
- *Write and post web stories daily
- *Use social media such as Facebook and Twitter to promote stories and provide immediate information to the public in real time
- *Mentored newly hired reporters; advising them on creating contacts, storytelling and performance on-air
- *Nominated for a Mid-South Emmy award for "Best Serious Feature"

Central Florida News 13- Orlando, FL (May 2008- March 2014)

- *Served as breaking news, general assignment and enterprise reporter
- *Created and maintained contacts to keep a pulse of what's happening in the community
- *Served as field anchor on extended coverage for stories such as Trayvon Martin and Casey Anthony trials.
- *Consistently did live reports for networks such as CNN and Headline News
- *Served as the primary fill-in anchor for the station
- *Wrote and posted articles to the station's award-winning website
- *Nominated twice for Suncoast Regional Emmy Awards for "Best Historical Feature" and "Best Education News Report"

WLOV Fox- Tupelo, MS (October 2007-May 2008)

- *Primary Evening for Anchor WLOV News
- *Reported 3 days a week including live shots and day of packages
- *Made community appearances on behalf of the station

WTVA (NBC)- Tupelo, MS (December 2003- October 2007)

- *Anchored Weekday Mornings and solo anchored Noon newscasts
- *Produced WTVA News Live at Noon; included booking live guests, choosing which stories should be included in the newscast, writing news scripts, and managing news crews in the field for live shots

Honors/Skills:

- *Proficient in Final Cut Pro, Microsoft Word, ENPS
 - *Proficient Videographer; shot own news stories for three years (multi-media journalist)
 - *Kappa Tau Alpha National Journalism Honor Society
 - *Mid-south Chapter Emmy Nomination 2015 "Best Serious News Feature"
 - *Suncoast Chapter Emmy Nomination in 2011 "Best Education News Report" and 2013 "Historical/Cultural"
 - *Green Eyeshade Award in 2012: 2nd place Best Feature Reporting
 - *SPJ Sunshine State Award in 2012: 2nd place "Best Continuing Coverage"
 - *Shining star of the month for outstanding Casey Anthony Trial Coverage
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COMMUNITY SERVICE:

- **Central Florida Association of Black Journalists*
 - Vice-President of Broadcast; advocated on behalf of needs of journalists working full-time in the radio/television broadcast industry.
 - Co-presented during the organization's "Journalism Bootcamp" for aspiring journalists in high school
 - Co-organizer of Casino night during the organization's National Conference in Orlando. Solicited sponsors, served as contact between national and local chapter for event, helped to set up space the day of event
 - Mentor young college-aged journalists.
 - **Orange County Public Schools*
 - Served as mentor for student at Jones High School
 - **Mt. Olive CME Church; Memphis, TN*
 - Provide communication consultation which includes writing press releases, organizing press conferences and creating media strategies
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Education: Florida A&M University: Tallahassee, FL
Bachelor of Science in Broadcast Journalism, Magna Cum Laude